



MIDLAND CENTER CITY AUTHORITY
AGENDA

Wednesday, October 21, 2015, 3:00 P.M.,
Council Chambers, Midland City Hall, Midland, Michigan

1. Roll Call – Chappel, Ginis, Kaye, Kozuch, Miles, Schloemann, Shaffner
2. Approval of Minutes - Regular Meeting of September 16, 2015
3. Public Comments (unrelated to items on the agenda)
4. 2015-16 Budget Review - ***Tisdale***
5. Strategic Plan Review: 2015 Plan of Work / 2016 Planning – ***Kozuch***
6. Committee Reports
 - a. Marketing Committee report – ***Schloemann***
 - b. Governance and Sustainability Committee report – ***Chappel***
 - c. Physical Improvements Committee report – ***Ginis***
 - i. *Façade Improvement Program Revision*
7. Report of the Chairperson
8. Adjournment



MIDLAND CENTER CITY AUTHORITY

Minutes

Wednesday, September 16, 2015, 3:00 P.M.,
Council Chambers, Midland City Hall, Midland, Michigan

Call to Order 3:00 p.m.

Attending: Jennifer Chappel, Dave Ginis, Brad Kaye, Joe Kozuch, Cliff Miles

Absent: Chris Schloemann, Gary Shaffner

Staff Attending: Selina Tisdale

Kozuch presented the minutes from the CCA board meeting of September 16, 2015 for approval. Ginis moved approval, seconded by Miles. Minutes were unanimously approved by all in attendance.

Kozuch opened the meeting for public comments unrelated to items on the agenda and none were presented. No comments were received.

Committee Reports

Kozuch presented the Marketing Committee report – the Q4 meeting scheduled for Sept. 23 has been canceled due to lack of attendance. The next quarterly meeting will be scheduled for January 2016. The marketing committee will be sharing fall advertising opportunities with the district including Santa Parade sponsor-a-tent and holiday paid advertising. The committee is re-evaluating the website redesign project and its higher-than-anticipated costs and still working on finding better pricing for district window clings and is looking for additional committee members if anyone is interested.

Chappel reported that the Governance and Sustainability Committee did not meet in September and will meet again on Oct. 14.

Ginis reported that the Physical Improvements Committee is working on funding proposals for landscaping and planted pots for the district, and traffic signal arm painting and upgrades. The committee will be working on a revision to the Façade Improvement Program pertaining to parking lot resurfacing and landscaping. Ginis reported that the Planning Commission approved the Center City Overlay District – Signs proposal and forwarded it on to City Council. City Council public hearing is scheduled for October 5. Ginis noted that the committee supported the recommendation that Matt Weckesser join the PI committee.

A Façade Improvement application was presented for approval:

Ginis moved, seconded by Miles that the following recommendation be approved:

WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) has reviewed the façade application from Julie Ratcliffe, Designed by Julie, 621 S. Saginaw Road, and found the application to be acceptable and in order; now therefore

RESOLVED, that the Physical Improvements Committee recommends the CCA approve façade funding in the amount of \$15,000.00 to be disbursed in the form of a \$5,000.00 matching grant and \$10,000.00 matching loan provided that paid receipts for permanent landscaping improvements to the property reflecting at least 10% of the total project costs be submitted as part of the funds disbursement process and in accordance with CCA Façade Improvement Program guidelines.

Recommendation was unanimously approved by those in attendance.

Kozuch welcomed Isabella Bank (formerly Independent Bank) to the district and thanked the board for all the time they put into Center City through the board and the subcommittees.

Meeting adjourned: 3:15 p.m.



**CENTER CITY AUTHORITY
MARKETING COMMITTEE MEETING
Minutes**

**Monday, October 12, 2015, 1:30 P.M.
Conference Room B, Midland City Hall**

Attending: Chris Schloemann, Dave Ginis, Joe Kozuch, Meleah Retzloff

Absent: Judy Seaman

Staff Attending: Selina Tisdale

Kozuch noted in the September Minutes that Shelly Hobbs is with Isabella Bank. With that change, Ginis moved approval of the September Marketing minutes, seconded by Kozuch. Minutes were unanimously approved.

Reviewed the To Do list for the Marketing Calendar:

- Two businesses: Party Savers and Back to Health Healing have signed up from the district for Santa Parade Rent-A-Tent participation. Kozuch and Schloemann indicated their businesses would be participating.
 - Schloemann will coordinate with Northwood for cider heating, warmers and delivery of cider;
 - Ginis will coordinate food/beverage donations and delivery: Jack's Fruit Market, cider; Tim Horton donuts; Big Apple Bagels,
 - Tisdale will coordinate delivery of tents, napkins, cups, signage, zip ties.
 - Discussed purchasing Center City bags with logo/website to hand out for candy gathering. Tisdale will look into pricing. Schloemann will provide Dominos bags as a backup.
- Window Clings – QRP provided new window cling pricing more in line with the funds that were budgeted (\$1.07/500Q). Tisdale should proceed with purchase if budget spending is approved by Governance & Sustainability (G&S) committee.
- Tisdale met with Midland Daily News (MDN) to discuss advertising opportunities. An 8-page insert for \$1700 was the preferred direction. Discussed ways to sell advertising to offset the cost of the publication. Tisdale will proceed with developing the guide through the MDN if budget spending is approved by G&S.

Reviewed social media statistics. Continue to encourage businesses to cross-promote other CC businesses and like/share everyone's status.

Adjourned: 2:45 p.m.

Next meeting will be on Monday, November 8, 1:30 p.m.



CENTER CITY AUTHORITY
Governance and Sustainability Committee
Wednesday, October 14, 2015
8:00 A.M., City of Midland Council Overflow

Members Present: Jennifer Chappel, Cliff Miles Brad Kaye
Members Absent: Scott Marquiss
Staff: Selina Tisdale

The August 2015 Governance and Sustainability (G&S) minutes were presented. Kaye requested that the words "be approved" be added to the recommendation to amend the 2015-16 Center City Authority (CCA) budget made in August. With that revision Kaye moved approval of the August 2015 G&S meeting minutes, Miles seconded. Minutes were unanimously approved.

Tisdale reviewed information regarding tax appeals filed by properties within the Center City district and their potential effects on repayment, current budget and future budgets. The committee discussed expenditures being considered by the Marketing committee. Miles moved, seconded by Kaye to hold Center City budget spending to reserve funds for the potential settlement of the tax appeals and only allow spending that creates a zero-based budget after reserve for tax appeals. Tisdale will work with Marketing to bring forward any projects that meet this criteria at the October 21 board meeting.

Tisdale reviewed projects developed by the Physical Improvements (PI) committee that could be pursued for foundation funding. The G&S committee agreed with PI's direction that projects not needing a future funding source are beneficial to pursue but projects with on-going maintenance needs are to be approached with caution that CCA future budgets may not be equipped to maintain these projects.

Reviewed the 2016 strategic planning process and determined that a full strategic planning session is not yet needed. At the October 21 CCA Board meeting Chairman Kozuch should direct the subcommittees to review their 2015 plan of action and establish their 2016 plan of work at their November meetings and plan a report-out for the December 16 board meeting. Discussion of the spending freeze due to the tax appeals will need to be a part of the strategic planning considerations.

Reviewed the agenda for the October 21 CCA board meeting.

Meeting adjourned: 9:05 a.m.

The next meeting is Wednesday, November 11, 2015 at 8:00 a.m.



CENTER CITY AUTHORITY
Physical Improvements Committee Meeting
Tuesday, September 8, 2015, 3:30 pm
HR Conference Room, Midland City Hall

Present: Ann Beck, David Ginis, Joe Kozuch, Gary Shaffner, Julie Ratcliffe,
Matt Weckesser
Absent: Jeff Hert, Alex Rapanos, Paul Reder
Staff: Selina Tisdale

Ginis introduced Matt Weckesser of Habitat for Humanity as the newest member to the Physical Improvements committee.

The September 2015 PI Committee meeting minutes were presented for approval. Kozuch moved, seconded by Beck that the minutes be approved. Minutes were unanimously approved.

Committee reviewed a proposed addition to the Façade Improvement Program to allow for parking lot repair and repaving projects with landscaping features. The revised language will be forwarded to the committee for final review and presented at the next CCA board meeting for adoption. The guide should also include information on when parking lot improvements are "repairs" and "replacements".

Draft language: Parking lot improvements may receive up to \$15,000 in matching grant and loan funding when the improvement includes a highly-visible landscaping improvement as part of the parking lot improvement representing a cost equal to or greater than 10% of the project's estimated cost as included in the submitted application. Parking lot improvements without a landscaping improvement are only eligible for up to \$1,000.00 in matching maintenance grant funds.
- see p. _____ for additional information on parking lot improvements.

Reviewed draft proposal for signal arms painting/signal replacement project, wayfinding signs landscaping project and planters project. With no further changes, the committee recommended that the projects be reviewed with the Governance and Sustainability committee for recommendation and approval to seek funding options.

Tisdale reported that Midland City Council held a public hearing on the Center City Overlay District – Signs recommendation. There were no public comments made and the council unanimously adopted the revisions. The ordinance will go in effect upon publication of the changes.

Tisdale will invite the City engineering department to attend the November. Depending on other items scheduled for November review, Grant Murschel could also be added to the agenda to begin discussions on the CC Overlay district - access management, parking lot improvements.

Meeting adjourned: 4:40 p.m.

Next meeting will be on 11-10-2015

Potential improvements eligible under the FIP can include, but are not limited to:

Façade Improvements	Exterior façade improvements (other than ordinary repair and maintenance) including exterior painting or surface treatment, window and/or door replacement, covered entrances, storefront enhancements, columns, awnings and other highly visible façade features on existing buildings or building additions
Landscaping	Highly visible planting locations in parking lots, around driveways, perimeter plantings, at the base of signs, at building entrances and to screen storage. Only improvements that bring sites into compliance with or will exceed City Zoning Ordinance standards will be eligible.
Lighting	Lighting for ground and wall mounted signs, landscaping, buildings and pathways
Street Access	Consolidation of multiple driveways, driveway elimination, driveway reconfiguration to comply with current City standards
Signage	Replacement of freestanding signs with ground mounted signs, stone and brick sign bases
Site Accessories	Architectural fences, banisters, rails, benches, brick walls and retaining walls
Parking Lot Improvements	Parking lot improvements may receive up to \$15,000.00 in matching grant and/or loan funding when the improvements include a highly-visible landscaping improvement as part of the parking lot improvement representing a cost equal to or greater than 10% of the project's estimated cost as included in the submitted application. Parking lot improvements <i>without</i> a landscaping improvement are only eligible for up to \$1,000.00 in matching maintenance grant funding. <i>- see p.5 for additional information on parking lot improvements.</i>
Ordinary Repair and Maintenance (Eligible for \$1,000 mini-grant)	Ordinary repair and maintenance is defined as "any work, the purpose and effect of which is to correct or prevent any deterioration or decay of, or damage to, a structure, site or any part thereof and to restore the structure or site, as nearly as may be practicable, to its condition prior to such deterioration, decay or damage using materials which are of a design, color and outer appearance as close as practicable to the original

Ineligible Projects:

Improvements not eligible under the FIP include, but are not limited to: Violation Notice or Citation	Improvements that are required as a result of any violation notice or citation
Site Accessories	Non-permanent structures and movable equipment
Code Compliance	Improvements that would otherwise be required to comply with any code or ordinance
New Construction	This program does not apply to a new construction in the district only to the improvement of existing structures

Parking Lot Improvements

Repair

- Improvement project cost $\leq 50\%$ of the property value
- Does not alter parking spaces or parking lot configuration
- FIP Landscaping requirement: may need to be located in existing green space within the parking lot or directly adjacent to parking lot improvement area (excludes improvements in the outlawn) some landscaping within existing parking space may be allowable with Planning Department review and approval.

Reconstruction / Reconfiguration

- Improvement project costs $\geq 50\%$ of the property value
- Includes parking lot changes, parking space alterations, parking lot reconfiguration
- FIP Landscaping requirement: review with Planning Department and compliance with Zoning Ordinance Article 6.01.

Application Process

To apply for the Center City Authority Façade Improvement Program (FIP), property owners and businesses in the Center City district may begin by contacting the Center City Authority (CCA) office to discuss the program, project considerations and to obtain a copy of the CCA FIP guidelines and application.

- Applicant completes the application and submits accompanying plans and estimates;
- Applicant insures that proposed improvements meet City of Midland building and zoning regulations;
- Drawings, photos and color renderings done by the applicant may be submitted with the application, however, upon conditional approval, applicant may be required to provide drawings of professional quality as may be required by the City of Midland Building or Planning Department;
- Applicant shall provide detail on materials and colors to be used in the proposed improvement; and
- Applicant shall submit written professional estimate(s) on the cost of the project by a licensed contractor.

It is the sole responsibility of the applicant to ensure the project is designed, engineered and constructed according to the law, building code, zoning regulations and applicable City ordinances.

The CCA reserves the right to reject applications that do not meet City regulations or the intent of this program.

This program does not exempt applicants from obtaining all necessary permits and inspections from the City of Midland nor does it exempt applicants from the payment of those fees.